

READY TO-DAY!

A VIEW OF THE GREAT VOLUME NOW OPEN TO THE PUBLIC!

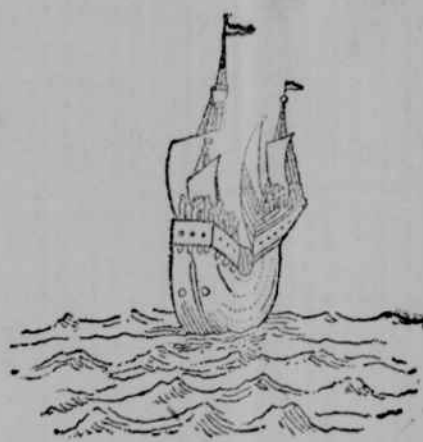
FIRST SECTION OF THE

BOOK OF THE BUILDERS

IS PRESENTED TO-DAY.

A MAGNIFICENT VOLUME AND A REVELATION OF THE POSSIBILITIES OF

Art—The Wonders of the Dream City interpreted by the foremost painters of America—Millet's great painting of the "Statue of the Republic"—Lawrence Earle's "Twilight on the South Horticultural Bridge," a vision of beauty—"The Site of the Grand Court," by H. Bolton Jones—Reinhart's great masterpiece, "The Future Home of American Art"—The promise of one of the most significant movements in the history of American Art.



SOMETHING ABOUT THE TEXT OF THE GREAT BOOK—A VIVID

and graphic account of the genesis and growth of the Fair—The first conception of the Landscape possibilities—The Contractors' Camp—The Workmen's Quarters—Interesting Views of the Original Sites of the most famous localities—Shanty Town—The first gate—A Desert Encampment—Site of the Grand Court of Honor in March, 1891—Etc.

THE "Book of the Builders" was described in the first announcement as nothing less important than the rebuilding of the World's Fair for the pages of History. If this statement appeared at all pretentious to casual readers it only needs a glance through the pages of the First Section (just issued) to convince the most critical that these words fall far short of the whole truth. The World's Fair is universally conceded to have produced, among other notable results, the most remarkable exhibition of American Architecture ever seen in this country. The publishers of the "Book of the Builders" might well be content to make their volume simply a graphic chronicle of this one great achievement; but they insist that, as a Memorial History of the Exhibition, it shall be as remarkable in its way as was the Fair itself.

FAMOUS ILLUSTRATIONS IN BLACK AND WHITE APPEARING IN the First Section—The Masterly Work of C. S. Reinhart—Three Notable Pictures by Harry Fenn—Original Sketches by Julian Rix, Albert A. Ross, W. H. Drake, O. H. Bacher.

This single book—itsself the most interesting and valuable volume of the present decade—is to be illustrated by over fifty of the leading painters and decorators of this country. It is a book which every one should own, exactly as they own the Bible or the dictionary. It is better than an Encyclopedia, for it is history, geography, mechanics, physics, and a hundred other branches of education, treated not as a study, but as a most fascinating story of achievement.



And with all this as a commanding incentive for the possession of the book in the mind of every intelligent reader, there is the additional fact that this "Book of the Builders" stands to-day as the greatest compilation of American art ever made in a single volume.

Thus there are not less than four claims which this great book has on the attention of the world, and with any single one of these alone, no further word of entreaty is necessary.

1. AS AN EDUCATIONAL WORK it is impossible to overestimate its value;
2. AS THE AUTHORITATIVE HISTORY OF THE WORLD'S FAIR IT IS OF IMMENSE IMPORTANCE;
3. AS THE CHRONICLE OF THE ACHIEVEMENT OF THE GREATEST MECHANICAL ENTERPRISE KNOWN TO MEN, it stands as the greatest autobiography of successful human effort;
4. AS THE GREATEST COLLECTION OF THE WORK OF AMERICAN ARTISTS, PAINTERS, AND DECORATORS EVER BROUGHT TOGETHER IN A PUBLISHED WORK, it claims recognition as one of the most remarkable books of any literature in any age. As stated in previous announcements, the price of the "Book of the Builders" (Standard Edition) will be

\$1,000.

ONE THOUSAND DOLLARS.

\$1,000.

But THE TIMES (after much preliminary work) has succeeded in securing from the Columbian Memorial Publication Society the publication of a

**POPULAR EDITION OF
THE BOOK OF THE BUILDERS,**

written by the same authors, illustrated and enriched by the same artists and decorators, and published expressly for THE TIMES, Richmond, Va.

It is to appear in Twenty-five Sections, issued fortnightly, for one year. The price will be merely nominal, as

THE TIMES itself pays all royalties, copyrights, etc., and thereby secures the work to its readers at a cost of

**ONLY TWENTY-FIVE
CENTS A SECTION.**

It was definitely agreed, however, that the privilege of subscribing to this edition should be secured only by subscribers to THE TIMES. This was distinctly stated in all the early announcements. The plan has been modified, however, by an unexpected circumstance, not anticipated in our earlier arrangements, and the attention of our readers is therefore asked to the following

IMPORTANT ANNOUNCEMENT!



MANY requests have reached us in the last few days for duplicate copies of Section 1 of the "Book of the Builders" from parties who desire to frame some of the illustrations as single pictures. So many of our subscribers are anxious to enjoy this privilege that, on application from us, and a full statement of the facts in the case, the publishers of the "Book of the Builders" have at last consented to supply us with a limited number of extra copies of each issue.

This will now make it possible for some of our readers who have not already subscribed for the complete series to secure it in single instalments—one section at a time. Any one who will cut out Six Coupons of different dates and send them with 25 cents can secure Section 1 of the "Book of the Builders." Later Sections can be secured in the same way by virtue of this special concession from the Columbian Memorial Publication Society.

While this plan is not in its effect any departure from the original proposition, it does nevertheless make it possible for any would-be subscriber, at the cost of some extra trouble, to secure this valuable work by the "coupon system" now so generally in vogue among the leading daily papers in the large cities. By this plan it will be necessary to buy the paper each day, and cut out, preserve, and bring or send the necessary coupons to our office every fortnight—Six Coupons and Twenty-five Cents for each Section.



THE RICHMOND TIMES, - - - Richmond, Virginia.

SEE COUPON ON PAGE 2.